

Message Text

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ACTION COME-00

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TO SECSTATE WASHDC 1109

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LIMITED OFFICIAL USE WARSAW 5461

E.O. 11652: N/A

TAGS: BEXP, PL

SUBJECT: MARKET FOR MANAGEMENT TRAINING COURSES

REF STATE 183574

1. THERE IS GREAT INTEREST IN MANAGEMENT TRAINING IN POLAND,
AND DR. BENJAMIN TREGOE, PRESIDENT OF KEPNER-TREGOE, IS WELL
KNOWN HERE AS A RESULT OF HIS VISIT IN OCTOBER, 1973. THE
APPROPRIATE END-USER FOR K-T'S PRODUCT IS:

IDKKAP (POLISH MANAGEMENT DEVELOPMENT INSTITUTE)
WAWELSKA 56
02-067 WARSAW

WITHIN IDKKAP, CONTACT IS DR. WITOLD KOSMALA, DIRECTOR, OR
STEFAN PODLESNY, DEPUTY DIRECTOR, TRAINING DEPARTMENT. THE
IDKKAP (INSTYTUT DOSKONALENIA KADR KIEROWNICZYCH ADMINISTRACJI
PANSTWOWEJ) CONCENTRATES ON THE TRAINING OF PERSONS WHO HAVE
ALREADY ATTAINED MANAGEMENT POSITIONS, AND IT OPERATES
THROUGHOUT POLAND. IT IS A GROWING INSTITUTION WHICH HAS JUST
ACQUIRED ITS OWN COMPUTER CENTER, CONSISTING ENTIRELY OF IBM
EQUIPMENT AND BASED ON AN IBM 360. IT WOULD BE BEST FOR K-5
TO DEAL WITH THIS END-USER. CONTACT WITH A FOREIGN TRADE
ORGANIZATION IS NOT NECESSARY.

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2. DESPITE HIGH INTEREST, VERY LITTLE FOREIGN EXCHANGE IS NOW AVAILABLE FOR TRAINING, ACCORDING TO PODLESNY. POLAND HAS OBTAINED SOME HARD CURRENCY FROM UNIDO (VIENNA) FOR WORK IN MOTIVATION TRAINING, AND AN AMERICAN CONSULTANT, LECLAIRE, IS NOW IN POLAND ON UNIDO FUNDS WORKING WITH IDKKAP TO DEVELOP A COURSE IN THIS AREA. PODELSNY STATES THAT FURTHER UNIDO GRANTS ARE EXPECTED.

3. THE BEST APPROACH FOR K-T, IT APPEARS, WOULD BE TO MAKE AN OFFER OF A LICENSE TO IDKKAP WITH AN OUTLINE OF WHAT THE LICENSE MIGHT ENTAIL AND AN INDICATION OF COSTS TO POLAND OVER THE NEXT SEVERAL YEARS. AFTER STUDYING THE OFFER, IDKKAP MIGHT THEN CONSIDER DRAFTING A PROJECT BASED ON THE OFFER FOR SUBMISSION TO UNIDO. K-T WOULD IN A SENSE BECOME A UNIDO CONTRACTOR FOR POLAND.

4. PODLESNY AND KOSMALA STATE THAT ANY COPYRIGHT OR OTHER RESTRICTIONS PLACED ON MATERIAL IMPORTED FROM THE WEST ARE SCRUPULOUSLY OBSERVED BY IDKKAP AND OTHER POLISH INSTITUTIONS. ALTHOUGH WE DOUBT THAT K-T NEED FEAR PIRACY OR MASS REPRODUCTION OF ITS PUBLICATIONS, IT WOULD OF COURSE BE WISE TO LIST SPECIFIC RESTRICTIONS IN ANY CONTRACT WHICH MIGHT BE SIGNED.

5. TO THE BEST OF OUR KNOWLEDGE, THERE ARE NO PRECEDENTS FOR K-T'S INITIATIVE IN THE SALE OF MANAGEMENT TRAINING TECHNIQUES TO POLAND. WE BELIEVE THE IDEA HAS SOME MERIT, DESPITE THE SHORTAGE OF HARD CURRENCY, AND WE WOULD ENCOURAGE K-T TO WRITE DIRECTLY TO PODLESNY (KOSMALA DOES NOW KNOW ENGLISH) WITH A COPY OF THE CORRESPONDENCE TO ECONOMIC/COMMERCIAL SECTION, AMERICAN EMBASSY, C/O DEPARTMENT OF STATE, WASHINGTON, D.C. 10520.
DAVIS

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